

What is claimed is:

1. A method for improving classified advertising, the method comprising:

receiving from an advertiser information for a classified advertisement;

sending, via an LDAP interface, said received information to an e-mail service provider;

5 requesting said e-mail service provider to use said sent information to create a temporary e-mail account;

incorporating the address of said e-mail account into the text of said classified advertisement, whereby said e-mail account becomes associated with said classified advertisement; and

10 publishing said classified advertisement.

2. The method according to claim 1, further comprising:

receiving from said e-mail service provider an acknowledgement that the information sent via the LDAP interface was received.

3. The method according to claim 1, wherein said sent information is a subset of said received information.

4. A method for improving classified advertising, the method comprising:

receiving from an advertiser information for a classified advertisement;

creating a temporary e-mail account associated with said classified advertisement;

15 incorporating the address of said e-mail account into the text of said classified advertisement; and

publishing said classified advertisement.

5. The method according to claim 4, wherein said temporary e-mail account is created on an e-mail system operated by the publisher.

6. The method according to claim 4, wherein said temporary e-mail account is created by the
25 publisher on an e-mail system operated by a third-party e-mail service provider.

7. The method according to claim 6, wherein said creating step is performed over an LDAP interface.

8. A method for improving classified advertising, the method comprising:

receiving from a plurality of advertisers information for classified advertisements;

5 initiating creation of a plurality of temporary e-mail accounts, each account being associated with one of said classified advertisements;

incorporating the address of each said e-mail account into the text of its said associated classified advertisement;

publishing said classified advertisements; and

10 generating a report of the activity of said e-mail accounts.

9. The method according to claim 8, wherein said generating step is performed daily.

10. The method according to claim 8, wherein said generating step produces a report including the number of messages received by each said e-mail account.

11. A method for improving classified advertising, the method comprising:

receiving from a plurality of advertisers information for classified advertisements;

15 initiating creation of a plurality of temporary e-mail accounts, each account being associated with one of said classified advertisements;

incorporating the address of each said e-mail account into the text of its said associated classified advertisement;

20 publishing said classified advertisements; and

categorizing said e-mail accounts into e-mail account groups.

12. The method according to claim 11, wherein said categorizing step aggregates all e-mail accounts of publishers owned by a same entity.

13. The method according to claim 11, wherein said categorizing step aggregates all e-mail
25 accounts whose said associated classified advertisements are of a same classified advertisement type.

14. The method according to claim 11, the method further comprising:

generating a report of the activity of said e-mail account groups.

15. The method according to claim 11, the method further comprising:

sending an e-mail to each e-mail account in a particular e-mail account group.

5 16. The method according to claim 15, wherein the e-mail sent in said sending step is customized for the e-mail account group.

17. The method according to claim 15, wherein the time for executing said sending step is customized for the e-mail account group.

10 18. The method according to claim 15, wherein the e-mail sent in said sending step is an expiration or renewal notice to be sent N days before a given classified advertisement expires, and N is customized for the e-mail account group.

19. A method for improving classified advertising, the method comprising:

receiving from an advertiser information for a classified advertisement;

15 initiating creation of a temporary e-mail account, said account being associated with said classified advertisement;

incorporating the address of said e-mail account into the text of said associated classified advertisement;

publishing said classified advertisement; and

20 initiating the forwarding of e-mails sent to said e-mail account to a predetermined fax machine.

20. A system for improving classified advertising, comprising:

means for receiving from an advertiser information for a classified advertisement;

means for sending, via an LDAP interface, said received information to an e-mail service provider;

25 means for requesting said e-mail service provider to use said sent information to create a temporary e-mail account;

means for incorporating the address of said e-mail account into the text of said classified advertisement, whereby said e-mail account becomes associated with said classified advertisement; and

means for publishing said classified advertisement.

5 21. The system according to claim 20, wherein said sent information is a subset of said received information.

22. The system according to claim 20, further comprising:

means for receiving from said e-mail service provider an acknowledgement that the information sent via the LDAP interface was received.

10 23. A system for improving classified advertising, comprising:

means for receiving from an advertiser information for a classified advertisement;

means for creating a temporary e-mail account associated with said classified advertisement;

15 means for incorporating the address of said e-mail account into the text of said classified advertisement; and

means for publishing said classified advertisement.

24. The system according to claim 23, wherein said temporary e-mail account is created on an e-mail system operated by the publisher.

20 25. The system according to claim 23, wherein said temporary e-mail account is created by the publisher on an e-mail system operated by a third-party e-mail service provider.

26. The system according to claim 25, wherein said means for creating operates over an LDAP interface.